

# HAMPTON VA

## NEWS RELEASE

For immediate release

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## Oxygen masks for pets donated to Fire & Rescue

**Dec. 10, 2013** - Invisible Fence Brand of Hampton Roads is teaming up with the Hampton Division of Fire & Rescue to help reduce the number of pets killed or injured in house fires.

Harry Bigley, owner of Invisible Fence Brand of Hampton Roads, recently presented 11 new pet oxygen mask kits – one for each fire station in Hampton - to city officials. The donation was made possible through the Invisible Fence® Brand's Project Breathe initiative, which has given nearly 3,000 kits to fire departments throughout the U.S. and Canada.



Bigley said Invisible Fence has always been involved with keeping pets safe, and this is one way they can help first responders help pets. "We're just thrilled to be able to do this," he said.

According to Invisible Fence, it's estimated that between 40,000 to 150,000 household pets die each year in house fires, most from smoke inhalation.

In the past, firefighters have tried adapting human oxygen masks to fit an animal, but human masks don't fit properly on animals and may not provide needed oxygen.

The plastic, cup-shaped animal resuscitation masks - which come in three sizes - were originally developed for use by veterinarians. They seal around the muzzle of an animal tighter than a human mask, helping firefighters deliver the right amount of oxygen to the pet. The pet masks also protect firefighters from an injured animal that may try to bite out of fear.

For more information, contact Assistant Chief Tracy Hangar at Hampton Fire & Rescue, 757-727-2288, or Harry Bigley of Invisible Fence Brand Hampton Roads, 757-595-5657 or [hamptonroads@invisiblefence.com](mailto:hamptonroads@invisiblefence.com).

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